

FOR DUNHILL / BENSON & HEDGES
AD-PACK TESTS
(5204-5213 / 8527-8528)



Home Testing Institute
P.O. Box 9200
Port Washington, NY 11050-0401

To Be Considered: Should be sent to the mail room at PMA. Fill in the report form -- please note that we can provide the address what you have already seen. Also, post ad in your local paper.

Dear Member:

With this letter I am sending you one pack of cigarettes and an advertisement. I would appreciate you doing this test in the following way:

1. These cigarettes should be smoked only by the person whose name appears on the label above. This is because I would like a very select group of people to try these cigarettes.
2. Please look at the advertisement that is included with the cigarettes before smoking them.
3. As soon as you have finished smoking the cigarettes, please fill in the answers to the rest of the report form.
4. About 2 or 3 days from the time you receive the cigarettes, we will telephone you to get your reactions to them. Please keep the completed report form handy. This will make it easier for you to tell us your reactions to the cigarettes when we telephone you.

That's all there is to it! I hope you can start this test right away, as I am most eager to have your opinions.

Cordially,

Janet Hall

Janet Hall, Director

P.S. PLEASE DO NOT MAIL THIS FORM BACK TO ME, BUT KEEP IT HANDY.

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